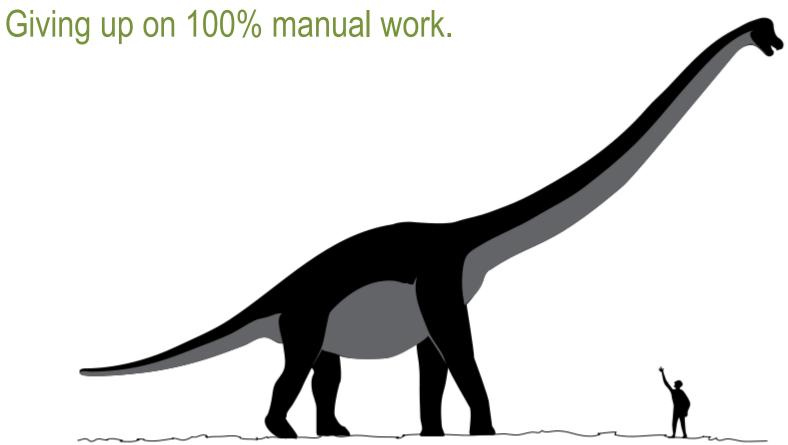


### Dealing With Scale





# Strategy & Decision Making

#### Phrase Potential Calculation

```
brands cachedzac active codes clientiweet speed privacy author factors instant blocks dan's author's engine policies australiaurls code influenced blog's linking domain baby's influences bringing business cachingrecentiynetwork's detected quality networked emailing allowing new map customer's microsofts softwarerel blocking australians webmaster libraries profiles documented engines drop blocking nameskeywords managing processes sizes presentations photos companies activity processes analysis optimised sydney's strategically optimisation yout ube experienced melbourne markets supports reputation peoples duplicate photo posting bloggers competitor's benefit hosting amp competitors to olpetrovic's stuffed features communities example url's video updates algorithmmanages queries experience software's australia's connect mapped factoring education and detection seo influence tags insurance flights to picc featured cebit graphs image future number consumer spamplayed library mobile idea
```



Phrase Targeting Methodology

Google Webmaster Tools / Analytics

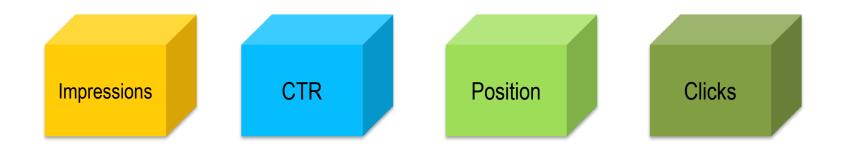
Google Keyword Tool

Non-Ranking Phrases



Phrase Targeting Methodology

Google Webmaster Tools / Analytics Ranking Phrases



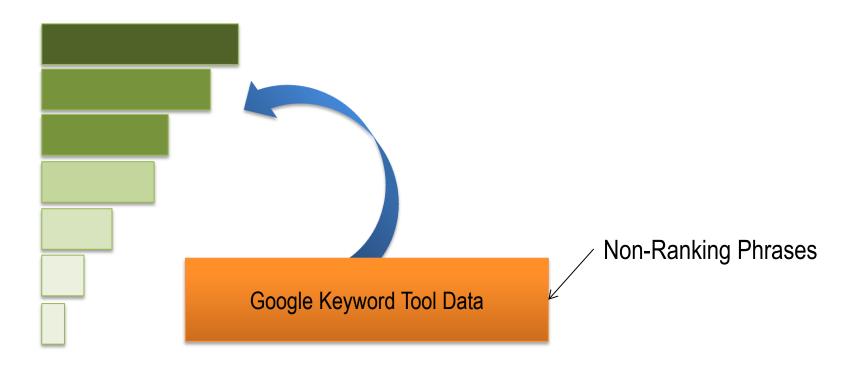


Phrase Targeting Methodology: Sort By Potential





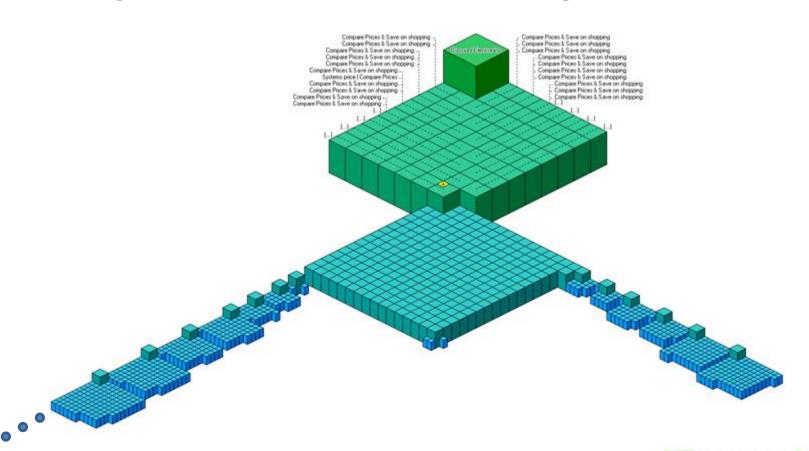
Phrase Targeting Methodology: Sort By Potential





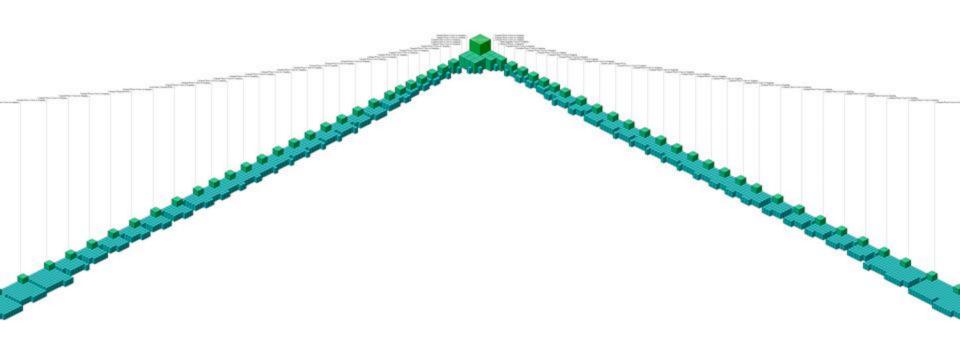
## On-Site Analysis

for large-scale architecture challenges

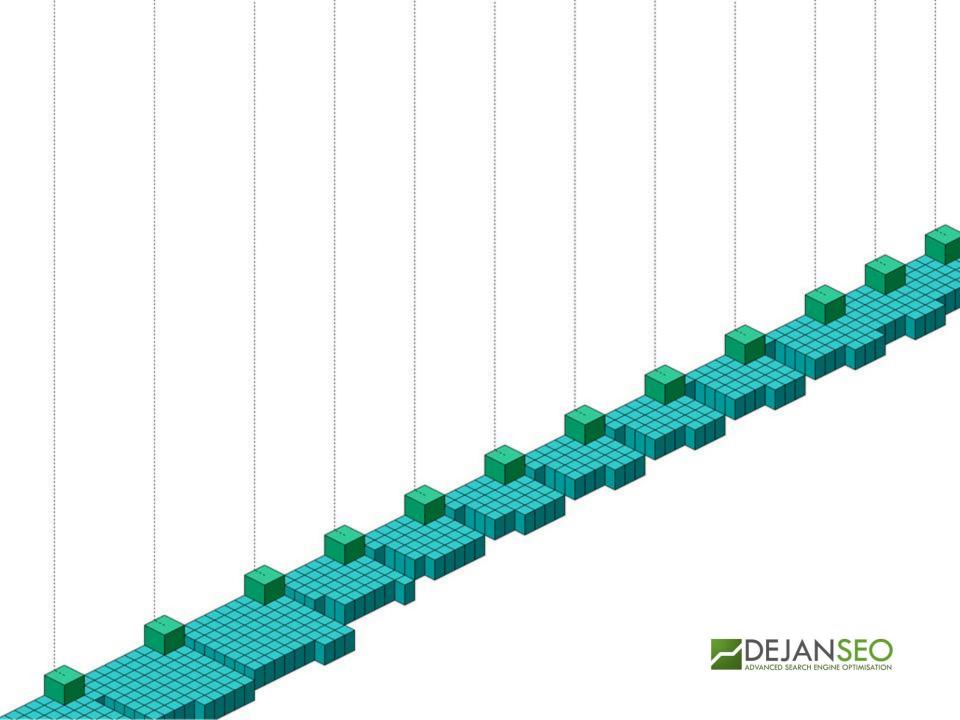




#### ...continued...











- Seed List of URLs
- Outgoing Links to Crawl
- Depth Level
- Crawl Type
- Max Number URLs to Crawl
- Max Pages Per Domain
- File Types to Crawl

### + Analysis





HOME EXAMPLES

#### **80LEGS EXPORT TO GEPHI CSV**

80graph is a tool designed to convert csv files which generates 80legs tool into a format suitable for import into Gephi software. As the next step we plan to introduce graphical representation of data within the tool, but for now the tool just converts from one format to another.

#### INSTRUCTIONS:

- · Start the 80legs downloader application
- . From the result format's drop-down menu, select the option Document Data XML to CSV
- In the table above find the row with the file type ANALYZED\_URL (usually in the second row)
- Click the download link in that row
- Be patient during file downloading, it can take longer if it is a large file

#### Please choose .zip file from 80 legs

Choose File No file chosen

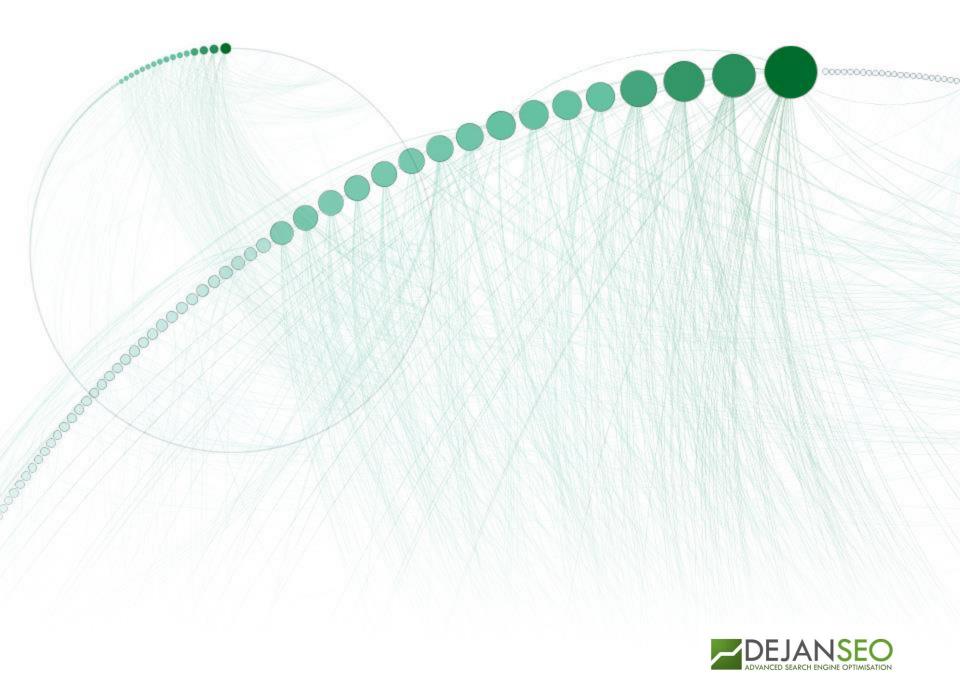
Convert to Gephi csv





- Large-Scale Visualisation
- Architecture Modelling
- PageRank Projection
- Internal / External Link Flow
- Advanced Statistics
- Hub / Authority Discovery
- + Export





### Ten Awesome Tools

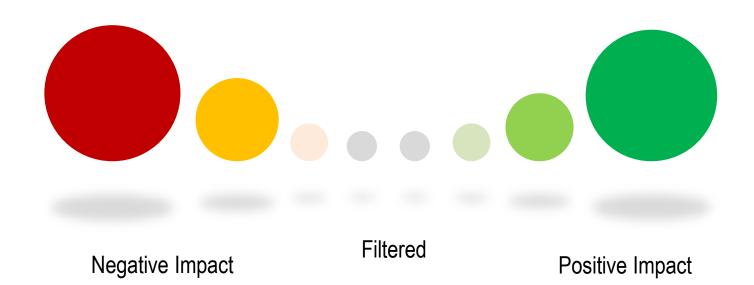
- 1. bubbl.us
- 2. gephi.org
- 3. 80legs.com
- 4. graphviz.org
- 5. cytoscape.org
- 6. writemaps.com
- 7. smartdraw.com
- 8. astuteo.com/slickmap
- 9. nullpointer.co.uk/-/webtracer2.htm
- 10. home.snafu.de/tilman/xenulink.html

#### **BONUS:**

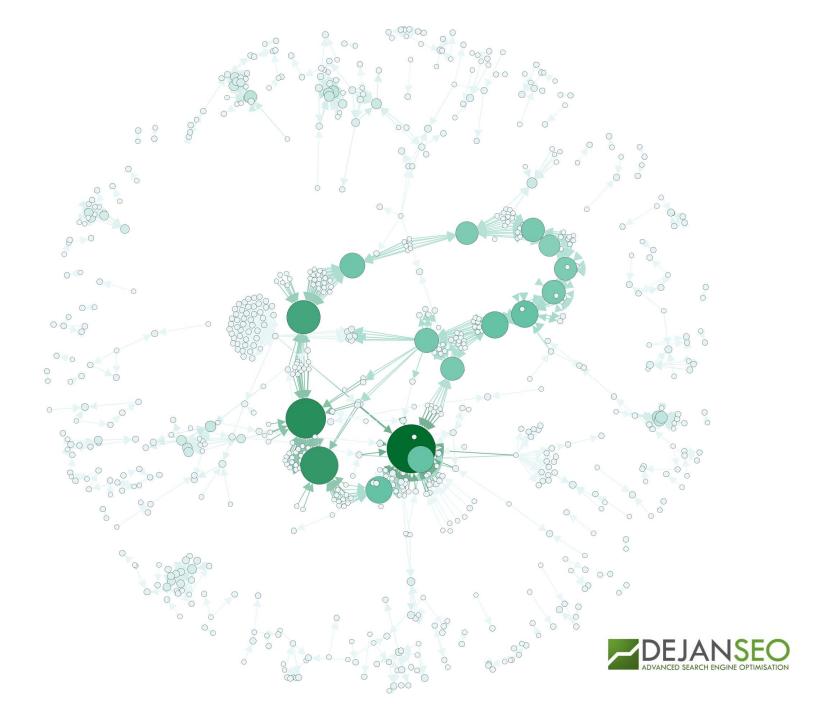
- 1. gomockingbird.com
- 2. pidoco.com/en
- 3. gliffy.com
- 4. diagram.ly
- 5. lovelycharts.com



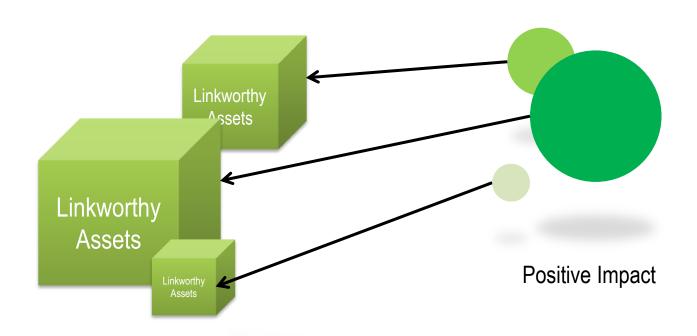
**Backlink Profile Assessment** 







**Define Linkworthy Assets** 





Multiply Linkworthy Assets

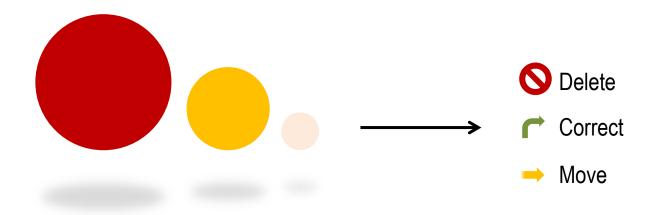


X2
Or maybe 3





**Defining Top Liabilities** 



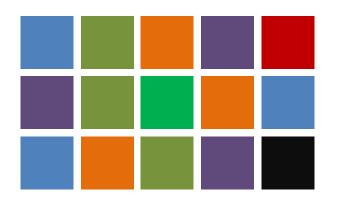
**Negative Impact** 



tPR ▼	uPR ▼	udBL ▼	D -	avgD ▽	uGOV ▼	uEDU ▼	D 🔻	avgD ▼	aTrust ▼	mTrust ▼	Length ▼	S1(n10) ▼	S2(n10v) ▼		S4(r ▼		S6( ▼	Sx▼
397	274	547	0.50	0.02	1	14	0.07	-0.24	-0.22	2	0	3298	600	3300	-364	35	-399	3176
15	15	624	0.02	-0.46	0	15	0.00	-0.31	-0.77	2	12	487	SPAN		-1161	-688	-473	-4265
64	43	352	0.12	-0.36	0	12	0.00	-0.31	-0.67	2	0	543	SPAIN		-815	-434	-381	-5412
96	88	114	0.77	0.29	3	9	0.33	0.02	0.31	2	0	441	260	420	378	354	24	2931
54	44	22	2.00	1.52	0	12	0.00	-0.31	1.21	2	0	259	242	2402	1450	1826	-376	1472
194	143	318	0.45	-0.03	1	10	0.10	-0.21	-0.24	2	0	1129	311	2291	-279	-34	-244	-1366
74	58	110	0.53	0.05	1	10	0.10	-0.21	-0.17	2	0	348	233	2213	-183	53	-236	303
45	40	732	0.05	-0.43	1	9	0.11	-0.20	-0.63	2	0	786	259	2059	-646	-438	-208	-12446
20	20	180	0.11	-0.37	1	9	0.11	-0.20	-0.57	2	0	272	207	2007	-573	-370	-203	-1327
34	34	52	0.65	0.17	0	10	0.00	-0.31	-0.14	2	0	235	204	2004	-139	174	-314	308
131	55	498	0.11	-0.37	0	17	0.00	-0.31	-0.68	1	14	444	CDAR	T SA	-1179	-638	-541	-10115
103	53	510	0.10	-0.38	0	17	0.00	-0.31	-0.69	1	14	440	SPAN		-1190	-649	-541	-10158
55	49	56	0.88	0.40	0	8	0.00	-0.31	80.0	2	0	215		J5	66	317	-251	1085
29	13	169	0.08	-0.40	1	7	0.14	-0.17	-0.57	2	0	204	164	1604	-460	-323	-137	-885
11	9	81	0.11	-0.37	0	8	0.00	-0.31	-0.68	2	0	175	161	1601	-546	-295	-251	-269
120	58	504	0.12	-0.36	1	6	0.17	-0.15	-0.51	2	0	725	198	1458	-373	-266	-107	-10659
115	67	268	0.25	-0.23	0	- 1	0.00	-0.31	-0.54	2	0	499	176	1436	-390	-165	-225	-4125
37	26 49	564 501	0.05 0.10	-0.43 -0.38	0	5 14	0.40	0.09	-0.35 -0.70	2	0	433 385	SPAN	3	-248	-310 -544	62 -446	-6359 -9376
124 21	21	411	0.10	-0.43	0	7	0.00	-0.31 -0.31	-0.74	2	14 0	313	SPAIV	417	-990 -526	-304	-222	-3699
33	23	175	0.03	-0.45	1	6	0.00	-0.31	-0.74	2	0	221	148	1408	-348	-245	-103	-1402
25	19	173	0.13	-0.33	1	6	0.17	-0.15	-0.49	2	0	206	147	1407	-363	-260	-103	-1216
30	19	163	0.11	-0.36	1	6	0.17	-0.15	-0.51	2	0	202	146	1406	-358	-255	-103	-1125
32	28	58	0.48	0.00	0	7	0.00	-0.31	-0.31	2	0	172	143	1403	-218	2	-220	5
26	22	62	0.35	-0.12	0	7	0.00	-0.31	-0.44	2	0	167	143	1403	-307	-88	-220	-170
4	4	14	0.29	-0.19	0	7	0.00	-0.31	-0.51	2	0	141	140	1400	-355	-136	-219	-11
74	66	597	0.11	-0.37	4	2	2.00	1.69	1.32	2	Ö	908	199	1279	843	-236	1079	-14546
63	47	88	0.53	0.05	2	4	0.50	0.19	0.24	2	0	203	128	1208	146	33	113	225
11	11	331	0.03	-0.45	1	5	0.20	-0.11	-0.56	2	0	193	127	1207	-338	-270	-68	-1626
20	47	450	0.44	0.27	0	Č	0.00	0.24	0.00	2	0	474	105	1205	442	224	400	1000

## Competitive Link Analysis

Total Backlinks (15) Shared (8)





Unique Backlinks (7)





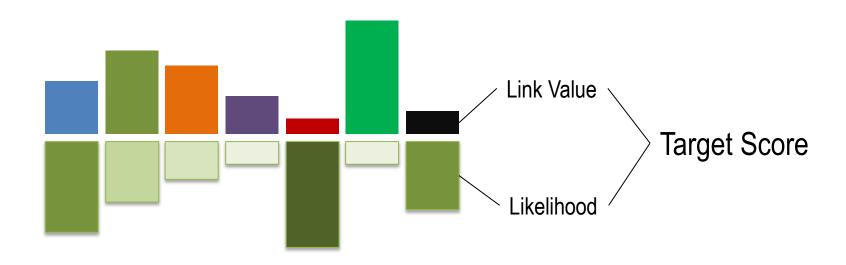
**Qualitative Link Analysis** 

Unique Backlinks (7)

mR/mT/ACRank/PR

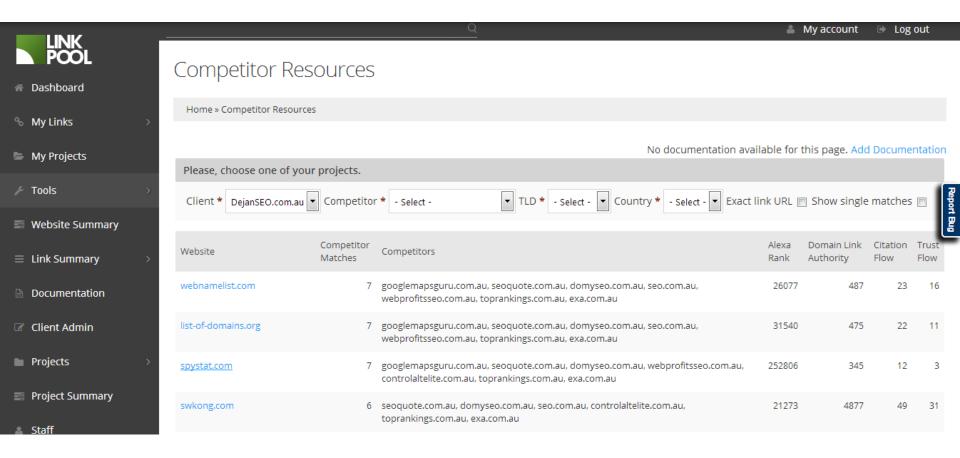


Competitive Analysis: Likelihood Assessment

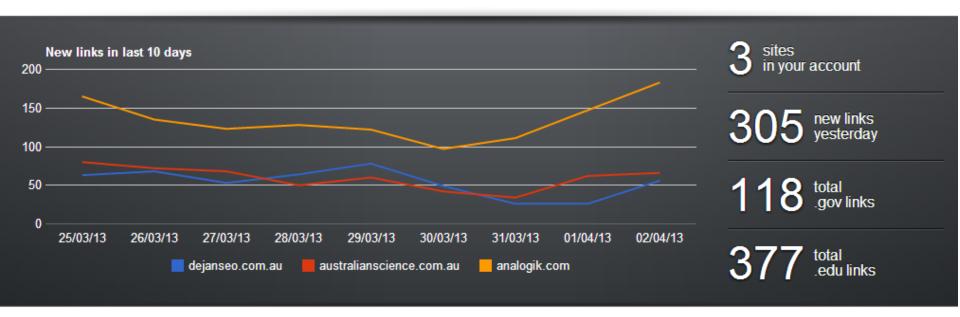




#### Competitor Link Intersect



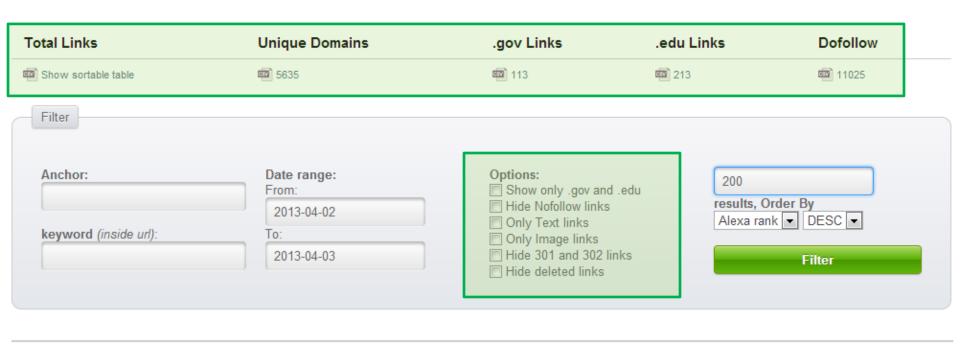






#### All sites:

Domain	New links since last login	Last Scan Options
dejanseo.com.au	0	2013-04-03 14:42
australianscience.com.au	0	2013-04-03 11:10
analogik.com	2	2013-04-03 11:40



#### **Traffic Data:**

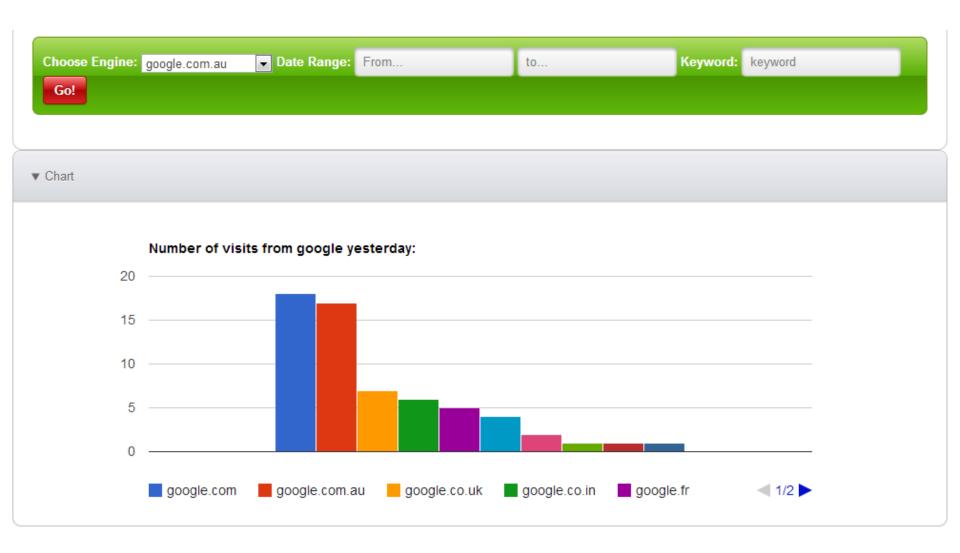
Top 10 Links:

Link	Total Traffic	Engine	Search Query	Position
http://searchenginewatch.[]%29&utm_campaig	501	google.com	what is google+	2
http://www.wickedfire.com[]BMoz%2BTop%2B10	312	google.co.uk	dejanseo.com.au+conversations-with-google	4
http://blog.domaintools.c[]follow-in-2013/	175	google.co.uk	news site with tags	5
http://blog.domaintools.com/feed/	173	google.com	dejanseo.com.au+conversations-with-google	4
http://dejan-seo.topseos.com.au/	165	google.com	google skynet	5
http://www.searcheccentric.com	163	google.com.au	seo company	5
http://www.inbound.org/ar[]Vhot/ecommerce	161	google.lt	301 redirect for google	5

Latest google queries:



0	http://code.maketvietnam.com/2012/07/[]references.html	yes 💌	yes	771892	5	Show	2012-07-12	<b>3</b> X
0	http://infographiczone.com/tag/classic-cars/	yes 🖼	yes	3317940	2	Show	2012-07-11	<b>X</b>
0	http://dailyserps.com/seo-experiment-[]ink-references/	yes 💌	yes	986790	6	Show	2012-07-11	$\blacksquare$ $\times$
0	http://tweetbuzz.us/entry/116036968/d[]n-and-good-seo/	yes wa	yes	50426	9	Show	2012-07-11	<b>X</b>
0	http://inbound.org/category/analytics/page/2/	yes was	yes	20123	53	Show	2012-07-10	<b>X</b>
	http://inbound.org/2012/07/page/5/	yes 💌	yes	20123	53	Show	2012-07-09	$\blacksquare$ $\times$
	http://inbound.org/seo/2012/07/seo-ex[]ink-references/	yes w	yes	20123	5	Show	2012-07-09	<b>X</b>
0	http://www.123seo.com.au/alexs-curtai[]ndow-coverings/	yes w	yes	625936	10	Show	2012-07-10	BX
0	http://sv.globalvoicesonline.org/-/wo[]th-america/feed	yes 🖼	yes	20272	127	Show	2012-07-10	BX
P	http://www.askives.com/datalicious.html	yes 🖼	yes	32903	29	Show	2012-07-10	BX
0	http://www.careerhunting.com.au/engin[]process/2055526	yes 🖼	yes	8586117	4	Show	2012-07-09	<b>3</b> X
0	http://www.australianscience.com.au/n[]hment/img_1078/	yes 🖼	yes	635712	27	Show	2012-07-09	<b>3 X</b>
e	http://www.minecraftworlds.info/forum[]ofile&uid=28482	yes 🖼	yes	1137618	4	Show	2012-07-09	BX
e	http://www.toponlinewebsites.in/seo-s[]imization.html/	yes 🖼	yes	1525931	182	Show	2012-07-09	BX
e	http://forum.learnphpcode.com/index.p[]=profile;u=2780	yes W	yes	5686980	6	Show	2012-07-09	BX



#### **Search Queries:**

Yesterday

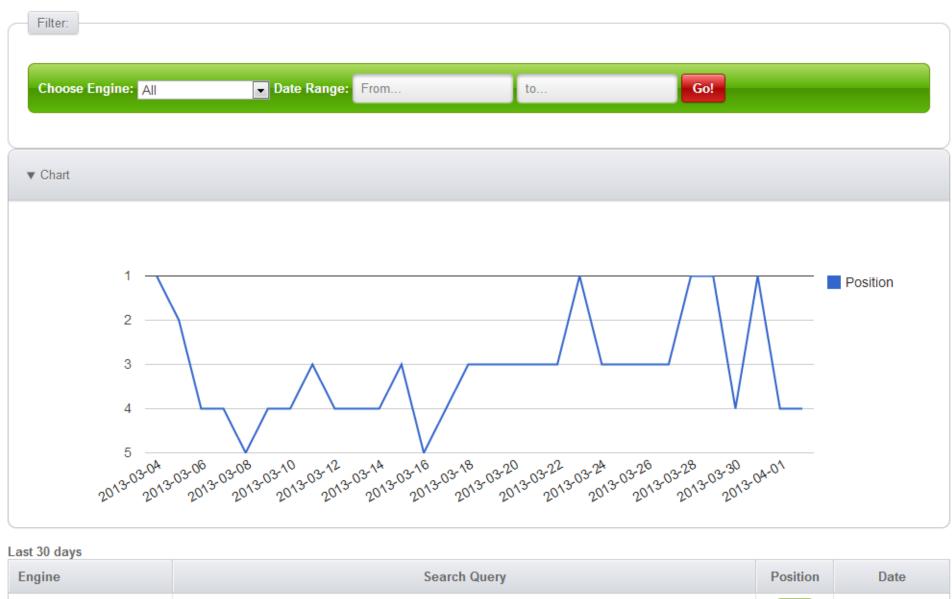
Engine	Search Query	Position	Date	Target	Action
google.com	what is google+	2	2013-04-02	show	☐ Details
google.co.uk	dejanseo.com.au+conversations-with-google	4	2013-04-02	show	□ Details

Engine		Search Query	Position	Date	Target	Action
google.com	what is google+		2	2013-04-02	show	🗅 Details
google.co.uk	dejanseo.com.au+con	versations-with-google	4	2013-04-02	show	□ Details
google.co.uk	news site with tags		5	2013-04-02	show	☐ Details
google.com	dejanseo.com.au+con	versations-with-google	4	2013-04-02	show	☐ Details
google.com	google skynet		5	2013-04-02	show	☐ Details
google.com.au	seo company		5	2013-04-02	show	☐ Details
google.lt	301 redirect for google		5	2013-04-02	show	☐ Details
google.com.au	seo		4	2013-04-02	show	□ Details
google.co.in	seo websites		3	2013-04-02	show	☐ Details
google.co.za	seo company		27	2013-04-02	show	☐ Details
google.com.au	is alt tags still importa	nt in seo?	11	2013-04-02	show	☐ Details
google.fr	gogle application		8	2013-04-02	show	☐ Details
google.fr	visibility:hidden ignoré		7	2013-04-02	show	☐ Details
google.com.au	link building		4	2013-04-02	show	☐ Details
google.co.uk	webmaster tools searc	ch queries	3	2013-04-02	show	☐ Details
google.com	website seo services		41	2013-04-02	show	☐ Details
google.com	seo process		8	2013-04-02	show	☐ Details
google.com.tr	seo tabs içerik		1	2013-04-02	show	☐ Details
google.co.uk	disavow links guide		1	2013-04-02	show	🗅 Details

#### Search Queries:

Yesterday

Engine	Search Query	Position	Date	Target	Action
google.com.au	seo company	5	2013-04-02	show	□ Details
google.com.au	seo	4	2013-04-02	show	□ Details
google.com.au	is alt tags still important in seo?	11	2013-04-02	show	□ Details
google.com.au	link building	4	2013-04-02	show	□ Details
google.com.au	blog seo expert	1	2013-04-02	show	□ Details
google.com.au	google	1	2013-04-02	show	□ Details
google.com.au	ad preview and diagnosis	7	2013-04-02	show	□ Details
google.com.au	search engines	43	2013-04-02	show	□ Details
google.com.au	smartphones and internet usage stats	6	2013-04-02	show	□ Details
google.com.au	link building company	4	2013-04-02	show	□ Details
google.com.au	seo packages	2	2013-04-02	show	☐ Details
google.com.au	dejanseo	1	2013-04-02	show	□ Details
google.com.au	dejan	1	2013-04-02	show	□ Details
google.com.au	skynet	4	2013-04-02	show	□ Details
google.com.au	discrimination against women	1	2013-04-02	show	□ Details
google.com.au	search engines in australia optimization	6	2013-04-02	show	□ Details
google.com.au	search enginesoptimization	3	2013-04-02	show	☐ Details



 Engine
 Search Query
 Position
 Date

 google.com.au
 seo
 # 4
 2013-04-02

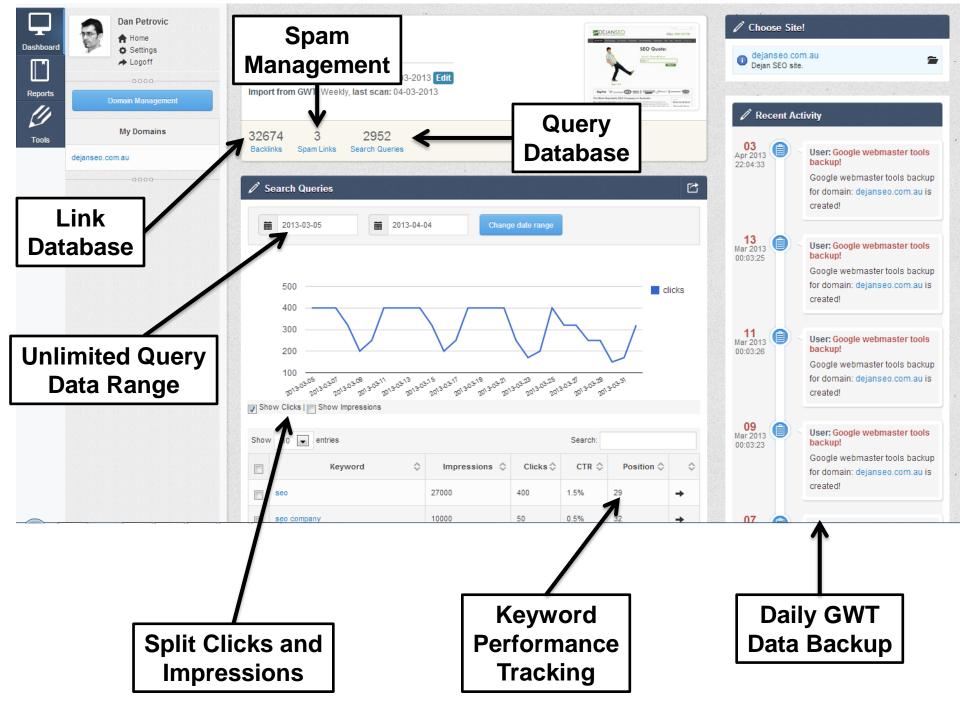
 google.com.au
 seo
 # 4
 2013-04-01

 google.com.au
 seo
 # 1
 2013-03-31



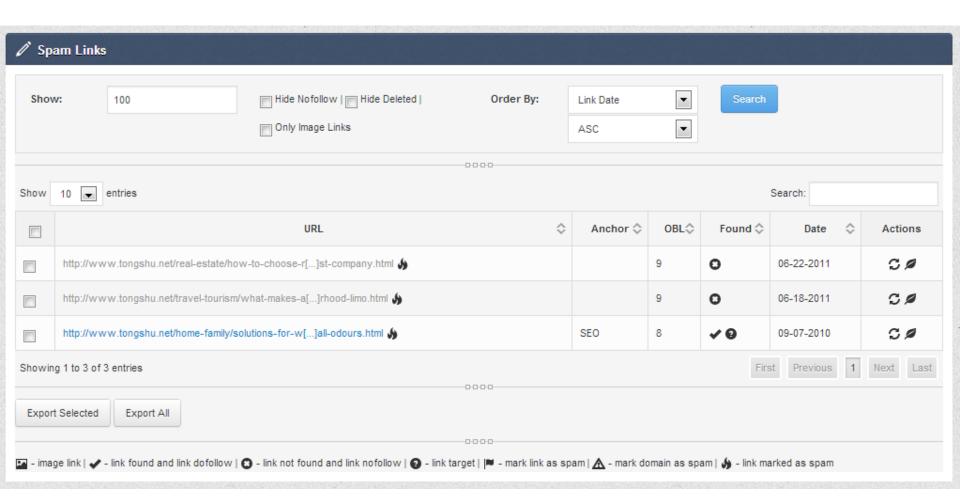
#### **Missing Content and Dead Domain Links**

http://www.escapetravel.com.au	190	33		1	
http://www.cruiseabout.com.au	65	41	1		
http://www.webjet.com.au/	599	229	20	54	
http://www.statravel.com.au/	264	82	5	27	
http://www.expedia.com.au/	298	43	3		
http://www.lastminute.com.au/	91	12	1	1	
http://www.jetstar.com	146	62	22	2	
http://www.mod-store.com.au	12	12			



#### **Link Spam Database**

& export to link disavow tool



#### Link Management Database

